



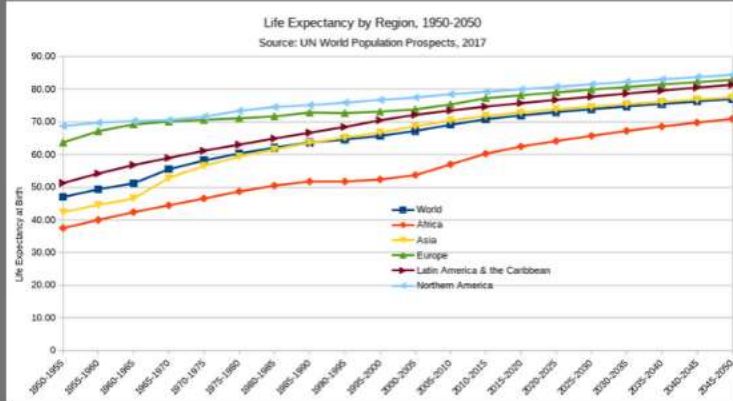
THE ESSENTIALS OF CONSCIOUS CAPITALISM

A framework to support business leaders while they elevate humanity through good, ethical, and noble business practices.



CAPITALISM WORKS. PERIOD.

ITS POWER TO POSITIVELY CHANGE LIVES IS UNPARALLELED.



World Population Living on <\$1.90/day



CAPITALISM HAS HELPED LOWER THE CHILD MORTALITY RATE

By producing better access to medicine and standards of living, mortality rates for children under the age of five declined by 49 percent from 1990 to 2013 (Source: World Health Organization)

CAPITALISM HAS MADE EDUCATION, ART AND CULTURE AVAILABLE TO MORE PEOPLE THAN EVER

CAPITALISM HAS EXTENDED LIFE EXPECTANCY BY DECADES

With access to new medical technologies and vaccines, life expectancy has increased by decades across the globe (Source: UN World Population)

CAPITALISM HAS ALLOWED THE PLANET TO SUSTAIN 7 BILLION PEOPLE

CAPITALISM IS HELPING ERADICATE POVERTY

250,000 people are being lifted out of extreme poverty every day
At current rates, we can eliminate extreme poverty in 25 years

CAPITALISM HAS INCREASED LITERACY FROM 12% TO 86% WORLDWIDE

BUT MISUSE OF CAPITALISM'S POWER BY SOME HAS LED
TO NEGATIVE STEREOTYPES SUCH AS
GREED, MISCONDUCT AND EXCLUSION.

THIS INACCURATE WAY OF THINKING ABOUT BUSINESS
SEEMED DESTINED TO BE AN UNSHAKABLE NARRATIVE —
UNTIL NOW.



**THERE IS A
BETTER WAY TO
BE A CAPITALIST.**

A way that will create a better world for everyone.

A way forward for humankind to liberate the heroic spirit of business and our collective entrepreneurial creativity so we can be free to solve the many daunting challenges we face.

Conscious Capitalism provides that path.



FROM THE CONSCIOUS CAPITALIST CREDO

We believe that business is good because it creates **value**, it is **ethical** because it is based on voluntary exchange, it is **noble** because it can **elevate our existence**, and it is **heroic** because it lifts people out of poverty and creates prosperity. Free enterprise capitalism is the most powerful system for social cooperation and human progress ever conceived. It is one of the most compelling ideas we humans have ever had. **But we can aspire to even more.**

WHAT DOES IT MEAN TO BE A CONSCIOUS BUSINESS?



THE FOUR TENETS OF CONSCIOUS CAPITALISM



HIGHER PURPOSE

Elevating humanity through business begins with knowing why your company exists. Businesses should exist for reasons beyond just making a profit. We see profit as a necessary means to achieving your purpose—not as an end in and of itself.



STAKEHOLDER ORIENTATION

Critical to achieving your purpose is to value and create win-win-win outcomes for all of your stakeholders including your employees, customers, suppliers, investors, society, and the environment.



CONSCIOUS LEADERSHIP

Conscious businesses cannot exist without conscious leaders. They are the stewards of the organization who keep the business focused on its purpose. They reject a zero-sum, trade-off-oriented view of business and seek creative, synergistic solutions for all stakeholders.

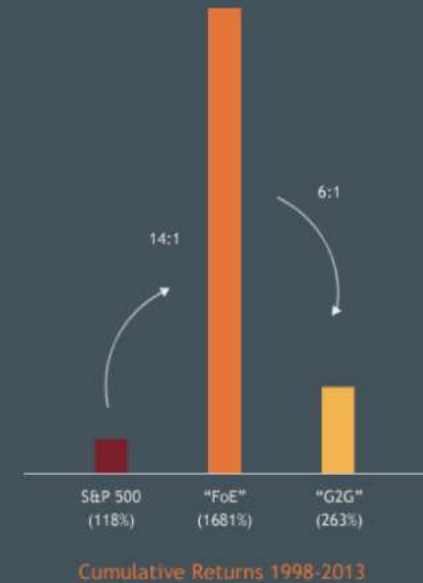


CONSCIOUS CULTURE

Cultures are as unique as the people who comprise them, but commonalities include trust, accountability, transparency, integrity, loyalty, egalitarianism, fairness, personal growth, love and care.

FINANCIAL IMPLICATIONS OF CONSCIOUS CAPITALISM

In the 2013 book "Firms of Endearment", research showed that, over a 15 year period, conscious businesses had outperformed S&P 500 companies by 14 times and outperformed Good to Great companies by 6 times.



Cumulative Performance	15 Years	10 Years	5 Years	3 Years
US FoEs	1681%	410%	151%	83%
International FoEs	1180%	512%	154%	47%
Good to Great Companies	263%	176%	158%	222%
S&P 500	118%	107%	61%	57%

WHAT CONSCIOUS CAPITALISM IS NOT



It's not a call for businesses to sacrifice their profits or growth for the sake of doing good.

It's not the idea that business is bad or business people need to apologize for being in business.

It's not Corporate Social Responsibility, the idea that business needs to make amends for what it has done in its productive process.

It's not a checklist of things to do, that you have to provide employees a certain salary or create a product that meets a certain image.

It's not something just for big businesses.

It's not a reflection of any political stance.

It's not a marketing tool.



CONSCIOUS
CAPITALISM®

AN OVERVIEW OF THE TENETS OF CONSCIOUS CAPITALISM



FOUR TENETS OF CONSCIOUS CAPITALISM



HIGHER PURPOSE

"The purpose of business is not to make profit.
The purpose of business is to produce
profitable solutions for the problems of
people."

Jay Jakub

*Senior Director of External Research Mars, Inc.
Catalyst & Co-Author, Completing Capitalism*

CONSIDER THE DIFFERENCE



VISION

How the world
will look once
your purpose is
fulfilled



MISSION

Core strategy that
must be
undertaken to
fulfill purpose



PURPOSE

Difference you
wish to make in
the world

WHOLE FOODS

Our Purpose is to Nourish People and the Planet



FIRST UNITED BANK

Our purpose is to inspire and empower others to Spend Life Wisely®

THE MOTLEY FOOL

Our purpose is to Make the World Smarter,
Happier, and Richer



IGS ENERGY

Our purpose is to build a meaningful
energy future together.

FOUR TENETS OF CONSCIOUS CAPITALISM



STAKEHOLDER ORIENTATION

"Companies that grow for the sake of growth or that expand into areas outside their core business strategy often stumble. On the other hand, companies that build scale for the benefit of their customers and shareholders more often succeed over time."

Jamie Dimon
CEO and Chairman of JPMorgan Chase

CREATING WIN-WIN-WIN SOLUTIONS FOR ALL STAKEHOLDERS



Employees



Customers



Suppliers



Investors

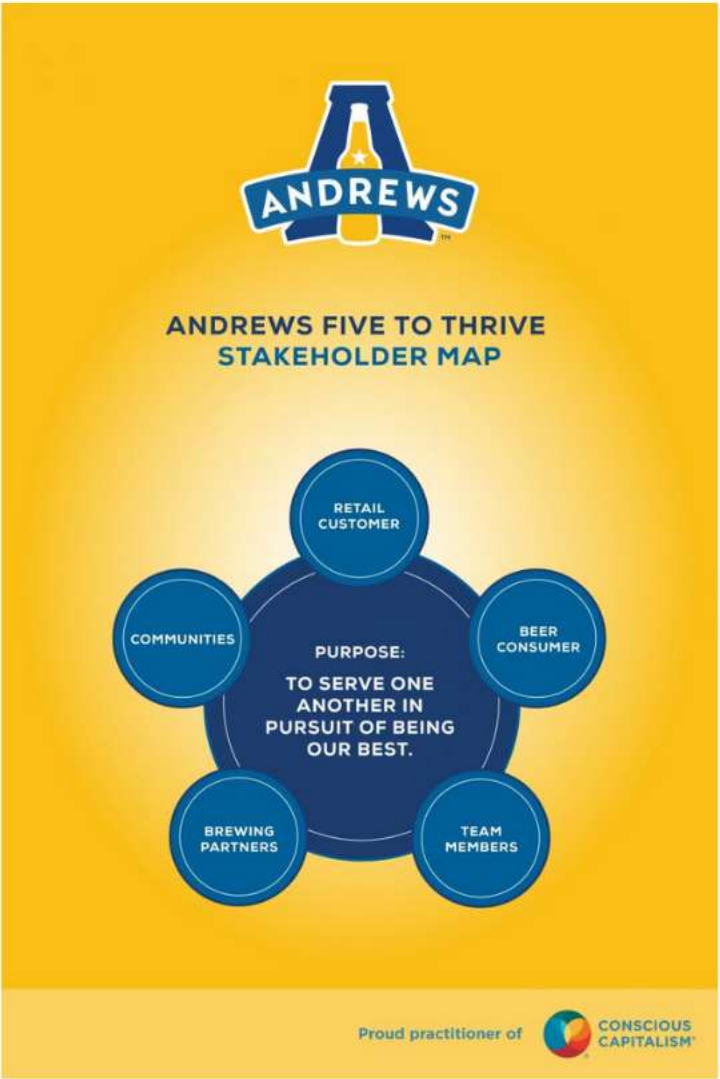


Society



Environment

STAKEHOLDER MAPS



FOUR TENETS OF CONSCIOUS CAPITALISM



CONSCIOUS LEADERSHIP

"The servant-leader is servant first... It begins with the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead. That person is sharply different from one who is leader first."

Robert K. Greenleaf

Greenleaf Center for Servant Leadership



QUALITIES OF A CONSCIOUS LEADER

S

Strength

E

Energy and
enthusiasm

L

Long-term
orientation

F

Flexibility

L

Love and
care

E

Emotional
intelligence

S

Systems
intelligence

S

Spiritual
intelligence

EXAMPLES OF CONSCIOUS LEADERSHIP

- Selim Bassoul, formerly of Middleby Corporation
- Howard Behar, formerly of Starbucks
- Michael C. Bush, Great Place to Work
- Bob Chapman, Barry Wehmiller
- Jay Coen Gilbert, Bart Houlahan, and Andrew Kassoy, B Lab
- R. Edward Freeman, University of Virginia Darden School of Business
- David and Tom Gardner, The Motley Fool
- Daniel Lubetzky, KIND
- Danny Meyer, Union Square Hospitality Group
- Denise Morrison, formerly of Campbell Soup Company
- Indra Nooyi, formerly of PepsiCo
- Erik, Peter, and the late Blake Nordstrom, Nordstrom
- Paul Polman, formerly of Unilever
- Melissa Reiff, The Container Store
- Walter Robb, formerly of Whole Foods Market
- Brian Schultz, Studio Movie Grill
- Tony Schwartz, The Energy Project
- Ron Shaich, formerly of Panera Bread
- Casey Sheahan, formerly of Keen
- Roy Spence, GSD&M and The Purpose Institute
- Ratan Tata, Tata Group
- Sunny Vanderbeck, Satori Capital



FOUR TENETS OF CONSCIOUS CAPITALISM



CONSCIOUS CULTURE

“I believe culture needs to be about realizing personal passions and using the company as a platform to pursue those passions... explore that notion even more deeply through vivid stories and truly profound reflections on business leadership and conscious capitalism. What is your noble purpose? Are your kids proud of your company’s mission? Why might the biggest beneficiary of your business be your competitors’ customers and employees?”

Satya Nadella
CEO of Microsoft

QUALITIES OF CONSCIOUS CULTURES

- T Trust:** *High levels of trust internally & externally as well as horizontally & vertically in the company*
- A Accountability:** *Team members are accountable to each other and others*
- C Caring:** *Caring begets caring, and the company's stakeholders in turn show genuine caring toward all stakeholders*
- T Transparency:** *Making internal operations widely available to the team*
- I Integrity:** *A strict adherence to truth telling and fair dealing*
- L Loyalty:** *All stakeholders are loyal to each other and the company while adhering to strict accountability to one another*
- E Egalitarianism:** *There is no class system that separates leaders from team members at large*



EVOLVING INTO A CONSCIOUS BUSINESS

Companies making the shift start by asking themselves and their team:

- Why does my business exist?
- What value does my business create?
- How can we create more value for all of our stakeholders?
- How can we transcend the tradeoffs we currently tolerate?
- How can we create a workplace full of love, joy, and meaning?
- How can we show more care to our customers and suppliers?
- How should we change our hiring and promotion practices?

LEARN MORE THROUGH CONSCIOUS CAPITALISM, INC.



LEARN AND GROW IN COMMUNITY

Enroll in programs designed to level up your personal leadership, your business operations, and your stakeholder engagement such as webinars, workshops, site visits, masterminds, and conferences for mid-market business leaders



CONNECT WITH LEADERS LIKE YOU

Connect with your local conscious business community through Conscious Capitalism Chapters, Community Events, and Regional Conferences



VISIT THE ONLINE HOME OF OUR GLOBAL MOVEMENT

www.consciouscapitalism.org
info@consciouscapitalism.org